


# Labour Market Information Learnings

Learnings from the latest BC Tourism and Hospitality Labour Market Information (LMI) Project




**1** 

**We were growing at a steady pace.** In 2019, the tourism and hospitality industry employed 348,000 people, up from 296,000 in 2011.

**2** 

**We have always been one of BC's biggest sources of employment.** Tourism and hospitality accounts for between 9% and 12% of total employment in each economic region of the province.

**3** 


**We need to stay nimble.** Most projections expect employment levels to rebound by 2024, but uncertainty remains due to the pandemic, the strength of pent-up demand and labour supply.

**4** 


**Recovery means more job openings.** 2021, the tourism and hospitality industry employed almost 300,000 people; as we recover, job openings - and opportunities - will grow,

**5** 


**Our employees like their work.** 72% of tourism and hospitality employees are satisfied with their experience working in our industry.

**6** 


**We lost experienced workers during the pandemic.** The largest demographic of decline were workers with ten or more years of experience.

**7** 


**Wages remain on the rise.** The overall hourly tourism and hospitality industry wage increased from \$20.80 in 2019 to \$23.50 in 2021.

**8** 

**Half of employers expect staffing to affect future growth.** The lifting of pandemic restrictions, and overall growth in tourism, events and travel are also expected to influence growth.

**9** 

**Nearly all employers believe finding new employees will be tough.** 97% of employers expect to have difficulty filling positions.

**10** 

**We know what to do next.** Together, our industry has mapped out a single Labour Recovery Framework to guide us over the next 2-3 years.

To learn more about this Labour Market Information Project - or read our Labour Recovery Framework - please visit [go2hr.ca/labour-market-recovery](https://go2hr.ca/labour-market-recovery)